

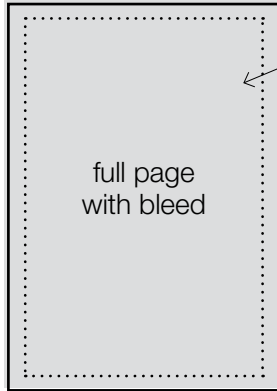


LAS VEGAS DIGITAL VISITORS GUIDE

THE STRIP & BEYOND

PROGRAM SPECIFICATIONS

DISPLAY AD SPECS



full page
with bleed

FULL PAGE

8" (w) x 10.75" (h)

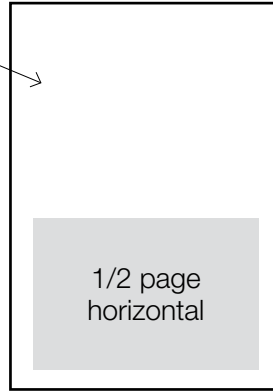
Live Area:

7.25" (w) x 10" (h)

allow 3/8" on all sides
for live area

100MB file size limit

For eguide video
integration
provide
YouTube URL



1/2 page
horizontal

HALF PAGE

7"(w) x 4.62"(h)

no bleed

50MB file size limit

ACCEPTED FILE FORMATS

- Adobe Acrobat: PDF/x-1a
- Adobe Illustrator: EPS

TECHNICAL GUIDELINES

- Please **DO NOT** include crop marks, color bars or extra space.
- Save all art as high resolution (300 DPI) and four-color process CMYK. (Spot colors should be converted to process)
- Outline ALL fonts or package the fonts along with your artwork.
- Document size must be the same as ad size.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

DIGITAL DISPLAY BANNER SPECS

Supply banner designs in the following sizes*:

- 300x250, 728x90, 160x600, 300x600, 300x50 and 320x50
- Need to be static, with no animation/HTML5

PRE-ROLL VIDEO SPECS *OPTIONAL FOR PROGRAMMATIC MEDIA*

- Supported File Type: MP4
- Aspect Ratio: 16:9
- File Size: Maximum 25M
- Video Length: 0:15 or 0:30
- Ad Sizes: Minimum height of 144 pixels

ORDER INFORMATION

Product/Title:

Las Vegas Visitors Guide:
The Strip & Beyond

Appears: December 2021

Dimensions: Listed at Left

Space Deadline:

November 15, 2021

Materials Deadline:

November 26, 2021

Color: Full Color

CREATIVE SERVICES

Materials Required

Logo Files

3-4 photos, minimum 800px wide

Copy: Maximum 40 characters with spaces

Call To Action: Click-Through URL

SUBMITTING ARTWORK

Submit artwork to:

Beth Wright-Cheeseman

Beth.WrightCheeseman@milespartnership.com

*CREATIVE SERVICES ARE AVAILABLE UPON REQUEST. ADDITIONAL FEES MAY APPLY.